BUSINESS WRITING ESSENTIALS

Course Code: 5056

Learn the tools and techniques to elevate your business writing skills and ensure effective communication.

Writing ability is a core business skill that not all professionals are comfortable with. This course will teach you the tools and techniques to write clearly and concisely. Define and streamline your writing process using the path to understanding model to set the stage for audience analysis. Identify your audience and determine their needs in order to adapt your style and tailor powerful messages that are appropriate in format and tone. Structure your content to support objectives. Create powerful openings and conclusions, and construct compelling sentences and paragraphs to retain attention. Recognize and correct common grammar mistakes as you review and edit using the 6 Cs method. From business announcements to executive summaries, learn to refine your business writing style to get the results you need.

What You'll Learn

- Write clear, concise, and organized emails
- Write well-structured briefs and reports
- Identify the characteristics of a well-written proposal
- Select the most appropriate modality for your message
- Apply best practices and grammar rules to your writing
- Assess audience needs
- Plan content based on scenarios
- Build effective sentences and turn them into paragraphs
- Peer review/proofread documents

Who Needs to Attend

Business professionals, IT Project Managers, Project Managers, Project Coordinators, IT Project staff, Business Analysts, System Analysts, IT directors

Prerequisites

We highly recommend to bring a laptop to class should you prefer working on your device or bring an external drive if you wish to save the documents that will be completed during the in-class exercises.

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CLASSROOM LIVE	$1,395 USD	2 Day

Classroom Live Outline

1. Write a Baseline Email

2. Apply Best Practices

- Business writing
- Business style
- Business writing best practices
- 6 Cs

3. Assess the Audience

- The writing process
- Planning your message
- Setting a communication objective
- Assessing your audience
- The path to understanding
- Analyzing your audience
- Identifying stakeholder needs and preferences

4. Plan the Content

- Planning your message
- Structure

5. Correct the Language Convention Problems

- Language conventions
- Grammar basics
- Misplaced modifiers
- Punctuation
- Capitalization

6. Build Effective Sentences and Paragraphs

- Structuring sentences
- Transitions

- Structuring paragraphs
- Word choice
- Usage
- Literally
- Meaning and connotation
- Words to use carefully
- Active vs. passive voice
- Bullets vs. numbering
- Trim your writing

7. Write an Email Update

- Updates Email
- Formatting tips
- Writer's block

8. Write an Announcement

- Announcements

9. Select Appropriate Level of Tone and Formality

- Formal vs. informal writing
- Tone
- Delivering bad news

10. Handle Conflict in Written Communications

- Sources of conflict
- Writing in conflict situations
- Managing conflict

11. Review a Proposal

- Proposals
- Evidence-based support
- Elements of a proposal

12. Select a Channel

- Business communication channel

13. Write an Executive Summary

- Reports
- Elements of a report
- Executive summaries

14. Revisit Your Email Writing Skills

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VIRTUAL CLASSROOM LIVE	$1,395 USD	2 Day

Virtual Classroom Live Outline

1. Write a Baseline Email

2. Apply Best Practices

- Business writing
- Business style
- Business writing best practices
- 6 Cs

3. Assess the Audience

- The writing process
- Planning your message
- Setting a communication objective
- Assessing your audience
- The path to understanding
- Analyzing your audience
- Identifying stakeholder needs and preferences

4. Plan the Content

- Planning your message
- Structure

5. Correct the Language Convention Problems

- Language conventions
- Grammar basics
- Misplaced modifiers
- Punctuation
- Capitalization

6. Build Effective Sentences and Paragraphs

- Structuring sentences
- Transitions

- Structuring paragraphs
- Word choice
- Usage
- Literally
- Meaning and connotation
- Words to use carefully
- Active vs. passive voice
- Bullets vs. numbering
- Trim your writing

7. Write an Update Email

- Update email
- Formatting tips
- Writer's block

8. Write an Announcement

- Announcements

9. Select Appropriate Level of Tone and Formality

- Formal vs. informal writing
- Tone
- Delivering bad news

10. Handle Conflict in Written Communications

- Sources of conflict
- Writing in conflict situations
- Managing conflict

11. Review a Proposal

- Proposals
- Evidence-based support
- Elements of a proposal

12. Select a Channel

- Business communication channels

13. Write an Executive Summary

- Reports
- Elements of a report
- Executive summaries

14. Revisit Your Email Writing Skills

Jan 15 - 16, 2026 | 8:30 AM - 4:30 PM EST

Mar 12 - 13, 2026 | 8:30 AM - 4:30 PM EDT

May 28 - 29, 2026 | 8:30 AM - 4:30 PM EDT

Jul 6 - 7, 2026 | 8:30 AM - 4:30 PM EDT

Sep 14 - 15, 2026 | 8:30 AM - 4:30 PM EDT

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PRIVATE GROUP TRAINING	2 Day

Visit us at www.globalknowledge.com or call us at 1-866-716-6688.